



EDUCATIONAL GROWTH THROUGH E-MEDIUM

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ABSTRACT

This article is based on relation between education and e-Medium. most of the e-Medium use in education like Radio, Internet, TV, Games and different other electronic medium use in education. In future most of the students take their education with e-Medium.

KEY WORDS: e-Medium, Educational Growth.

INTRODUCTION:

This paper will outline the means by which electronic media is organized and utilized in educational practice in the context of the Education system in India. Current models include computer mediated learning as an extension, resource and support for traditional classroom teaching and learning, the delivery of credit courses on-line which includes distance education, and co-operative education programs whereby students learn by working in areas outside their home region while being supervised and monitored by their home-based teacher. In addition to disclosing how these practices work, I will analyze some advantages as well as challenges arising from their deployment that derive from my research and discussion with teachers directly involved in such programs.

I describe here, briefly, from a phenomenological point of view, each apparatus - TV, Video Game, Internet and Computer -, and the attitude of their users. Then, I cover their educational impact. A common approach to the three media allows for an interesting comparison among them with relationship to their influence on their users: each one acts mainly upon a certain area of the user's inner activity.

Definition:

"Broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information. The term 'electronic media' is often used in contrast with print media."

What is E-Medium?

Electronic media are media that use electronics or electromechanical audience to access the content. This is in contrast to static media (mainly print media), which today are most often created electronically, but do not require electronics to be accessed by the end user in the printed form. The primary electronic media sources familiar to the general public are video recordings, audio recordings, multimedia presentations, slide presentations, CD-ROM and online content. Most new media are in the form of digital media. However, electronic media may be in either analogue electronics data or digital electronic data format. Although the term is usually associated with content recorded on a storage medium, recordings are not required for live broadcasting and online networking. Any equipment used in the electronic communication process (e.g. television, radio, telephone, desktop computer, game console, handheld device) may also be considered electronic media.

Types of e-Medium:

Here are just a few types of electronic media,

- (1) **Radio:** The radio is the oldest form of electronic media. There are hundreds of thousands of radio stations across the world and advertisements are frequent features on most of these. Advertising on radio dates back almost one hundred years and is the first form of spoken advertisement rather than a printed advertisement.
- (2) **TV:** Television provides us with the highest volume of electronic media advertising. There are hundreds of advertisements shown on each channel per day and some slots are sold for millions to the advertisers as they will have such a high audience to watch their aid. Television is the most popular medium for companies to advertise but the space is expensive and many companies will not be able to afford to advertise during prime time.
- (3) **Internet:** Advertising on the internet has become increasingly popular as you can advertise to your target audience. Space can be bought on websites that the target customers would use and data can be collected about how

many people clicked on the aid. This will give the company figures and statistics about how successful the advertising has been.

- (4) **Electronic advertising:** Advertising on screens at bus stops, shopping centers and on ATM screens have also increased in the last decade. These usually advertise amenities and shops that are close by so that consumers will have them fresh in their minds when they are in the area.

Electronic Media and Education:

With the emergence of internet as the global media, education has evolved to a large extent. Distance education programs are conducted through online media which has proved to be quite beneficial to people who seldom have the opportunity to have interactive classes. In the earlier days, distance education was conducted with the use of educational cd, books and paper documents which were dispatched through post. But today, online modules are made available to the students through educational websites

Through online media, distance education is conducted with online educational classes where the student and the teacher can learn and teach respectively through internet facilities from any part of the world. Today quality online courses are offered to the students at an affordable price rate.

With the advent of electronic media, education and examination are no longer difficult or monotonous. There are many television programs that impart knowledge on various aspects of education including language, science, maths and so forth. There are various education related programs which help students to deal with competitive and board exams. Different teachers, intellectuals and professors from all over the world are roped in through electronic media to impart knowledge to the students. Students gain informative knowledge on various aspects of education and help them to cope with the burden of studies.

Electronic media has facilitated in motivating students to cope with the current educational system. It has altered their perspective towards education. With the introduction of electronic media, education has earned a new meaning. The constant development of science and technology promises a bright future for the progress of education in the coming generation. Undoubtedly, electronic media has made education more entertaining.

Effects of e-Media on Education:

E-Media has become an integral part of our daily life. E-media also plays a dominant role in the process of education. It has a huge impact in shaping the lives of our future generation. E-media like internet is used to download information, e-library, e-coerces, play games, and retrieve information and so forth. It is also widely used for education.

Needs of e-Medium in Education:

In today's scenario and education system is very advanced and worldwide. Every children and students are compete himself with international level. Moreover Mobile, Internet is very normal for this time and everybody use this type of e-medium very easily. Education sector also influence for this technology. And in future these sector also need these type of system like e-liberal, e-admonition & e-payment, e-education, e-portal, online exams etc. Education sector need much more electronic facilities in their internal and external system for easy to use and take education everyone.

Role of e-Medium in Educational Growth:

These days we are living in the fast developing society which every day offers its inhabitants a great number of new possibilities. Predominantly, these unique

opportunities concern the advancement of e-Medium that has noticeably permeated the modern education world. In fact, it is not a secret that the majority of teachers and professors highly appreciate the power of these tools which lies in the ability to engage, motivate as well as to involve the students into deep contemplation and sensible discussion. In general, the term “e-Medium” implies the number of activities that include socializing and networking online through words, pictures and videos, internet learning & presentation, homework, educational projects etc. To some extent, it is a two way discussion which brings people together to discover and share some information, interests as well as ideas. Admittedly, e-Medium can range from social & educational bookmarking, where all users have a chance to share their online libraries of links and connect to each other's lists within a definite online community, to online collaboration spaces.

Scopes of e-Medium in Education Sectors:

E-Media education will be most effective when parents, teachers, media personnel and decision-makers all acknowledge they have a role to play in developing greater critical awareness among listeners, viewers and readers. The greater integration of educational and communications systems would undoubtedly be an important step toward more effective education. We therefore call upon the competent authorities to:

1. Initiate and support comprehensive media education programs — from pre-school to university level, and in adult education — the purpose of which is to develop the knowledge, skills and attitudes which will encourage the growth of critical awareness and, consequently, of greater competence among users of electronic and print media. Ideally, such programs should include the analysis of media products, the use of media as a means of creative expression, and effective use of and participation in available media channels
2. Develop training courses for teachers and intermediaries both to increase their knowledge and understanding of the media and train them in appropriate teaching methods, which would take into account the already considerable but fragmented acquaintance with media already possessed by many students.
3. Stimulate research and development activities for the benefit of media education, from such domains as psychology, sociology, and communication science.
4. Support and strengthen the actions undertaken or envisaged by U.N.E.S.C.O. and which aim at encouraging international cooperation in e-medium education.

CONCLUSIONS:

The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends. Media integration is consistently referred to as a relatively new phenomenon in education. Although complete media integration is not yet commonplace in classrooms throughout the country, media's use in the classroom, much like that of technology, is seemingly old hat Although “movie day in the classroom” has shifted from slides and projectors to DVDs and YouTube as a result of rapidly-changing technologies in the 21st century, media use in the classroom remains prevalent none the less. Hardly a country in the world is spared controversy in education, but when one looks behind the sometimes anarchic scenes, there is a lot about which to be optimistic and hopeful. Traditionally, the mass media and education have enjoyed a love-hate relationship. On one hand television and newspapers particularly, have provided extensive and extremely useful education content. On the other, however, their newsrooms never seem to hesitate when controversy rears its ugly head. The power of media is so extensive and huge; it can be used to educate people with very little cost. Media today is to inform the people about the latest happening around them and the world. They cover all aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. The need for more and more news has evolved into creation of dedicated TV & radio channels and magazines. People can listen, watch and read latest news whenever and wherever they want.

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